



Ghoufran Mounir

International Student Recruitment & Market Development

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PROFILE

Six years opening student source markets across Africa, the Middle East and South Asia for Turkish universities. Procurement-trained negotiator: builds the agency networks and institutional partnerships behind each market, and runs the pipeline from first contact to enrolment. Works in six languages, four of them native.

WORK EXPERIENCE

Sales & Marketing Senior Specialist Medipol University

02/2026 - Present
Higher Education

Istanbul

- Brought in to build the university's **direct-to-student recruitment**, with a brief to own source markets directly and reduce reliance on intermediaries
- Opening new markets and signing the **institutional and agency partnerships** that feed them
- Running acquisition and admissions from **first inquiry to enrolment**

International Recruitment Specialist Fenerbahçe University

09/2022 - 02/2026
Higher Education

Istanbul

- Ran **market development** across the Middle East, Africa and South Asia: market research in destination countries and partner visits on the ground
- Opened and grew source markets including **Algeria, Kenya, Nigeria and Pakistan**, representing the university at fairs, delegations and agency meetings
- Found, signed and managed **partner agencies**, and ran the incentive processes that kept them performing
- Advised students from first interest through application to enrolment

Recruitment & Marketing Manager TRUCAS Education & Consultancy

01/2020 - 09/2022

Education Consultancy

Istanbul

- Managed **agreements with universities and agencies**, and ran the partner and client pipeline on a CRM
- Built demand across several source markets and ran the **marketing campaigns** behind the pipeline
- Mentored international students through **application, registration and transition** to university life

SKILLS

International Recruitment

Partnerships & Negotiation

Market Research

Business Development

Event & Fair Organization

Student Consultation

Salesforce

Monday.com

CRM

Microsoft Office

Canva

Project Planning

Leadership

LANGUAGES

Arabic (all dialects)

◆ *Native or bilingual*

French

◆ *Native or bilingual*

English

◆ *Native or bilingual*

Amazigh

◆ *Native or bilingual*

Spanish

◇ *Professional working*

Turkish

◇ *Professional working*

Native command spanning the Maghreb, Francophone and Anglophone Africa, and the Middle East

ORGANIZATIONS

ENACTUS ESITH · Social Entrepreneurship

- VP, Community & Marketing 12/2018 - 08/2019
- Event Manager 09/2017 - 12/2018
- Active Member 10/2016 - 09/2017

ACHIEVEMENTS

Educational Fair · Tangier & Casablanca

03/2022 - 04/2022

Planned and produced TRUCAS's multi-city education fair across Tangier and Casablanca end to end, while managing university and school partnerships and delivering on-site educational consultancy.

INTERNSHIPS

Renault, Tangier Plant ESITH graduation project

03/2019 - 06/2019

Tangier, Morocco

Purchasing Department

- Developed a **sourcing and purchasing strategy** for one of the region's largest car plants

Renault, Tangier Plant ESITH internship, 2nd year

05/2018 - 06/2018

Tangier, Morocco

Purchasing Department

- Need analysis, **supplier market studies** and development of specifications

OCP Group ESITH internship, 2nd year

12/2017 - 01/2018

Casablanca, Morocco

Purchasing Department

- Purchasing fundamentals, **inventory and supply management**, and negotiation techniques at Morocco's largest industrial group

Salsabile Confection ESITH internship, 1st year

05/2017 - 06/2017

Tangier, Morocco

Purchasing Department

- Studied the normative and legal environment of the company and the **cost price calculation** of a product

EDUCATION

MBA, Business Administration Istanbul Aydın University

10/2019 - 07/2022

GPA 3.35

- | | |
|----------------------------------|---|
| - Strategic Management | - Brand Management |
| - Digital Marketing & E-Commerce | - Business Statistics & Forecasting Methods |
| - Human Resource Management | - Leadership & Motivation |
| - Advanced Accounting | - Research Methods in Social Sciences |

BSc, Purchasing & Sourcing Management ESITH

09/2016 - 07/2019

Casablanca, Morocco

Baccalaureate, Economics Houmane El-Fetouaki High School

09/2015 - 06/2016

Agadir, Morocco

FIELD PRESENCE



Education fairs, delegations and partner visits, 2020 - 2026

CERTIFICATES

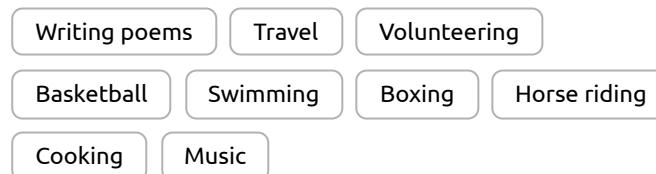
Career Ambassador

Career Center, ESITH

05/2018 - 06/2018

Educational & job fair event

INTERESTS



REFERENCES

Mustafa Kemal Yeğen

Fenerbahçe University

Serdar Yurtalan

Director, TRUCAS Eğitim ve Danışmanlık

Dr. Osman Gültekin

International Academic Relations Coordinator, Istanbul Aydın University

Contact details available on request